Applicant : Barry Appelman et al.   Attorney's Docket No.: 06975-128001 / Personalization

Serial No. : 09/842,024   14

Filed   : April 26, 2001

Page   : 3 of 8

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for transmitting data to one or more users of a communications system, the method comprising:

establishing a connection with one or more online users;

designating targeting rules applicable to the online users, the targeting rules designating at least a target geographic location;

acquiring context information of the online users, the context information indicating at least geographic locations of the online users;

applying the targeting rules to the context information to identify a subset of the online users that are associated with the target geographic location~~to identify targeted online users~~; ~~and~~

generating a message that contains information related to the target geographic location; and

sending ~~data~~the message to the ~~targeted~~identified subset of the online users.

2. (Currently Amended) The method of claim 1 wherein the message comprises a notification message~~targeting rules include parameters specifying a location of online users~~.

3. (Cancelled)

4. (Currently Amended) The method of claim ~~2~~1 wherein the targeting rules additionally designate ~~the location of online users is~~an online location and applying the targeting rules to the context information comprises applying the targeting rules to the context information to identify

Applicant : Barry Appelman et al.
Serial No. : 09/842,024
Filed : April 26, 2001
Page : 4 of 8

Attorney's Docket No.: 06975-128001 / Personalization
14

a subset of the online users that are located in the target geographic location and who are visiting the online location.

5. (Currently Amended) The method of claim 1 wherein the targeting rules ~~include parameters specifying~~additionally designate a particular type of access device employed by the online users and applying the targeting rules to the context information comprises applying the targeting rules to the context information to identify a subset of the online users that are located in the target geographic location and who employ the particular type of access device.

6. (Currently Amended) The method of claim 1 wherein the targeting rules ~~include parameters specifying~~additionally designate a particular type of software employed by the online users and applying the targeting rules to the context information comprises applying the targeting rules to the context information to identify a subset of the online users that are located in the target geographic location and who employ the particular type of software.

7. (Currently Amended) The method of claim 1 wherein the context information of online users includes a token identifying ~~a current~~the geographic location of an online user.

8. (Currently Amended) The method of claim ~~7~~1 wherein the ~~location of an online user is a geographic location~~information related to the target geographic location comprises a weather forecast for the target geographic location.

9. (Currently Amended) The method of claim ~~7~~1 wherein the ~~location of an online user is an online location~~information related to the target geographic location comprises current weather conditions for the target geographic location.

Applicant : Barry Appelman et al.   Attorney's Docket No.: 06975-128001 / Personalization
Serial No. : 09/842,024   14
Filed   : April 26, 2001
Page   : 5 of 8

10. (Original) The method of claim 1 wherein the targeting rules include specified parameters and applying the targeting rules to the context information includes identifying online users meeting the specified parameters.

11. (Original) The method of claim 10 further comprising ranking online users based on the specified parameters.

12 - 14. (Cancelled).

15. (Currently Amended) A computer program, stored on a computer readable medium, comprising instructions for:

establishing a connection with one or more online users;

designating targeting rules applicable to the online users, the targeting rules designating at least a target geographic location;

acquiring context information of the online users, the context information indicating at least geographic locations of the online users;

applying the targeting rules to the context information to identify a subset of the online users that are associated with the target geographic location to identify targeted online users; and

generate a message that contains information related to the target geographic location; and

sending data the message to the targeted identified subset of the online users.

16. (Currently Amended) The computer program of claim 15 wherein the information related to the target geographic location comprises a weather forecast for the target geographic locationthe computer readable medium comprises a disc.

Applicant : Barry Appelman et al.   Attorney's Docket No.: 06975-128001 / Personalization
Serial No. : 09/842,024   14
Filed   : April 26, 2001
Page   : 6 of 8

17. (Currently Amended) The computer program of claim 15 wherein the <u>information related to the target geographic location comprises current weather conditions for the target geographic location</u><s>computer readable medium comprises a client device</s>.

18. (Original) The computer program of claim 15 wherein the computer readable medium comprises a host device.

19. (Currently Amended) A communications apparatus, comprising a host configured to:

establish a connection with one or more <u>online</u> users;

designate targeting rules applicable to <u>the</u> online users<u>, the targeting rules designating at least a target geographic location</u>;

acquire context information of <u>the</u> online users<u>, the context information indicating at least geographic locations of the online users</u>;

apply the targeting rules to the context information<u> to identify a subset of the online users that are associated with the target geographic location</u> <s>to identify targeted online users; and</s>

<u>generate a message that contains information related to the target geographic location;</u>

send <s>data</s><u>the message</u> to the <s>targeted</s><u>identified subset of the</u> online users.

20. (Original) The apparatus of claim 19 wherein the host comprises a targeting server interconnected with an instant voting server and a routing processor.